

## WEEKLY SPECIALS

Paper Baskets

25c

Clothes Hampers

\$1.25

\$1.50

\$1.75

Money Savers

# Quality -- Satisfaction -- Service

High Quality  
at  
You will be satisfied  
Reasonable Prices


PHONES:  
Day 369 Red  
Night 369 Green

## G. V. WRIGHT

ALMA  
MICHIGAN

### ASSISTANCE

There are times when you should summon our assistance. We have won the people's confidence by our professional politeness and our trustworthiness.



**G.V. WRIGHT**  
FUNERAL DIRECTOR  
111 W. SUPERIOR  
BOTH PHONES 345

## TRUTH ABOUT RETAIL PRICES

ROGER BABSON, STATISTICIAN,  
POINTS OUT REASONS OF  
HIGH COST OF LIVING.

Discussing the general trend of the business revival, Roger W. Babson, the statistician today pointed out one of the factors that is holding up prices and living costs.

"Wherever I have been on my trip these past three months," said Mr. Babson, "complaints have come from all sources of the high retail prices. Now, there is no gainsaying the fact that retail prices are out of line with wholesale prices. There has not been a reduction in retail prices to correspond with the reduction in wholesale prices. A part of this difference is perfectly natural as movements in retail prices must necessarily lag from six months to a year behind changes in wholesale prices. But even allowing for this natural lag, statistics indicate that the retailer has not yet made the readjustment which has been made by the wholesaler. This is an established fact and it is useless for retailers to claim otherwise. Whether retailers are to blame for not making this readjustment is, however, a debatable question. My investigations thus far lead me to believe the retailer is not to blame, but is a victim of certain economic changes which have taken place during the past few years.

"In the lumber regions of the south which I have visited recently standard hard pine at the mill increased during the war from 100 to 200 percent, over pre-war levels. Today it is back to normal. The lumber industry, however, has had practically only one main factor to contend with, namely, the price it pays for labor. Three years ago when these mills were paying \$3 to \$4 a day per man, now they are paying from \$1 to \$1.50 a day and are getting much better men. By being able to quickly cut their operating costs so drastically it has been a simple matter for them to reduce the price of their product. Moreover, their volume is such that they are perfectly satisfied with a profit at \$2 per thousand feet.

"When this lumber reaches the city the retailer demands a profit of \$10 per thousand simply for peddling it out. Of course from an economic point of view it seems absolutely unjust that the man who owns the forest, cuts the timber, makes and delivers to your city the lumber should get only \$2 a thousand while the retailer in your town who simply takes it from the railroad yards to your house gets \$10 per thousand. Yes, this seems very unfair, yet examination shows that most mill owners have become wealthy while only a very few local lumber dealers have ever made much money and the percentage of failures among lumber yards is abnormally great. In short, the retailer, under present economic conditions, really needs this apparently abnormal profit which he is getting. The truth is that retailing has become so complicated that the retailer is the victim of circumstances over which he has little control.

"My thoughts," continued Mr. Babson, "go back to boyhood days in Gloucester, Massachusetts. There was a butcher shop near my home where we used to buy our meat. I can see it now with the hams and bacon hanging up on the wall, a big block in the center of the store behind which was a fat healthy butcher, the proprietor of the establishment, and the sole employee. When my father wanted some beef he gave me the money and sent me to the market to get it. The butcher gave me the cut my father desired, wrapped it in a brown paper and I took it home, paying cash for the same. The price of good beef in those days was twenty to thirty cents a pound. There, however, were no deliveries and the butcher didn't spend anything on ice in the winter time for I remember the frost there used to be on those butcher store windows although the butcher was a healthy and happy man.

"Today the same store is used for a butcher shop but it is steam heated and the proprietor buys nearly as much ice in the winter as he does in the summer. Moreover, the proprietor does not cut any meat himself. Mornings he usually is found in the store, but afterwards he is usually out automobiling. He has a bookkeeper who keeps the accounts, a big cash register, two clerks, and a man who runs the delivery automobile. Owing to possible breakdowns he has two

automobiles. Not only is everything run on a much more expensive basis but the clerks don't do more than a half day's work. They see the proprietor loafing and they loaf themselves. None of them have any interest in the business and each one is trying to get by with as little work as possible.

"The fundamental question is whether or not this store is selling any more pounds of beef and provisions than it did 20 years ago. I know the rent has doubled and other expenses have tripled and quadrupled, but I seriously doubt if this store is selling any more goods. Gloucester hasn't as much population as it had 20 years ago, and there are more butcher shops. It is probably true that people are eating more meat per capita now than in those days, but I am very sure that the output of this shop is no greater than it was 20 years ago. Today, however, when one of the neighbors wants steak she no longer sends her boy to get it (he is probably busy playing football or practicing for a high school minstrel show or perhaps he is at the movies). Today the mother telephones to the butcher shop, the bookkeeper enters the order on an elaborate filing system, this in turn is given to one of the clerks who cuts the meat. The meat is then wrapped in two or three pieces of paper, put in a special basket and delivered by an auto truck, costing two or three thousand dollars. Moreover, the meat is charged to be killed at the end of the month and paid for when, and if money is available.

"As a result, people today, under these conditions must pay double or triple for their meat compared with what they paid 20 years ago. The truth is that today everyone from the boy of the home to the proprietor himself, is lazy. No one wants to do anything himself which he can possibly avoid. Everyone is trying to spend as much of his time as he can on amusements, automobiling and movies. Telephones, highschools, and credit systems are wonderful inventions; but they all tend to increase the cost of distribution. The retailer is up against fashions and customs which have bound him with ropes that are almost too strong to break. What the future will bring forth I do not know. It, however, is evident that the retailer is not to blame for the present conditions. You and I, as fathers and mothers, are to blame. Our high schools are to blame. Retail prices can be reduced only as the spirit of work, thrift and usefulness again pervades the community.

"To meet this abnormal condition and the resulting high cost of living," concluded Mr. Babson, "the chain store and the mail order house with their centralized buying and cash and carry system is rapidly invading every shopping center in the country, together with some department stores who are now following a scientific merchandising policy. The soundness of this principle and the need for such a service is reflected in the fact that Woolworth, Kress, Union Retail Stores, Butler Brothers and Sears Roebuck are among the strong issues in the stock market.

### Buddham's Sacred Place.

Diamond mountain, in Korea, is a sacred place of Buddhism, the priests of which, coming from China in proselyting endeavor, settled there several centuries ago. Because, says the Christian Science Monitor, the Buddhists are tree lovers, E. H. Wilson, on his exploration trip to Korea for the Arnold Arboretum of Boston, found that no woodsman's ax or modern sawmill had invaded this area, and he discovered many new varieties of trees and flowers with which the United States and other countries will be enriched.

### Your Goldfish.

Do not clean the goldfish globe often more than once a week. Better take out a dipper of water and add a dipper of fresh water one week and clean the globe the next week. When changing the water have the fresh water as near the same temperature as that in the globe as possible. Give to each fish a piece of food one-quarter inch square daily. Always keep water plant and pebbles in globe. Do not put globe where sun will strike it and do not keep in too warm a place.

### The Bishop's Error.

The bishop was very tired. There were an unprecedented number of candidates for confirmation, and the church grew hotter and hotter. At last, when he was nearing the end of his labors, a baldheaded man knelt down in front of him. The bishop, suppressing a yawn, put both his hands on the shining head and muttered, "I declare this stone to be wall and truly said."

## Local Happenings Tersely Told

J. W. Blakley was in Grand Rapids on business Friday.

You will find the best bread in Butter Cup wrappers 02 tfc  
"Auto Races Saginaw Memorial Day," advertisement.  
Mr. Charles Kipp of Breckenridge transacted business here Monday.  
See Cash, the wool man, for top prices on wool. Phone No. 657. 50-tfc

"The more the Salvation Army does the less taxes you pay," says the Literary Digest.

Dr. E. G. Sloyter, osteopathic physician, State Savings Bank Building, Alma, both phones. 57-tf

Mrs. Frank Dowd returned from Detroit Thursday of last week, where she has been taking treatment.  
Mrs. Sylvia Gaffney attended the Business Women's convention held at Flint Friday and Saturday of last week.

There will be a special meeting of Alma Chapter No. 43 O. E. S. for initiation Friday evening May 26th, at 7:30.

J. W. Melchers, of Owosso, general manager of the Union Telephone Company was in the city on business Tuesday.

Have you seen those large hats in all colors trimmed with field flowers. Now on Sale at Elite Style Parlors—advertisement. 1w

Rev. Webster of Royal Oak, an Alumnus of Alma College, spent the latter part of last week in Alma, visiting with friends.

Mr. and Mrs. A. Lyons and daughter of Lansing, spent the week end in Alma, guests at the home of Mr. and Mrs. Harry Gerber.

Arthur Small and family of Cadillac attended the funeral of Margaret Gorman here last week. They returned home Thursday.

Let me do your plumbing and repairing. You will save money and be satisfied. See Wickman, 819 Woodward ave., phone 411—advertisement. 51-tf

Everybody will tumble Six Times or More Saturday, 1200 Thin Blown Water Tumblers Go On Sale Six for 30c at D. W. Robinson's, Alma—advertisement.

Several members of the E. Superior Christian Church are planning to attend the State convention of the Michigan Christian Missionary Society June 6, 7, and 8.

Rev. Horton united Charles Crawford of Lansing and Miss Vesta Griffith of Vestaburg in marriage at the Episcopal Church Saturday, May 20. They will make their home in Lansing.

The Orchestra of the E. Superior Christian Church will furnish music at the Community meeting at Cos Friday evening. Rev. Mr. Anderson will be the speaker, speaking on the subject "Misplaced Energy."

Rev. Shouler of the Baptist church will give the address at the Memorial day exercises at the Emerson township cemetery Tuesday afternoon. In case of rain the exercises will be held in the Emerson Baptist church.

The regular monthly meeting of the Business Women's Association will be held Monday Evening, May 29th, in the parlors of the Wright House. Mr. Thomas, of the Republic Plant will address the meeting.

Royalvin Gustafson of St. Ignace has been elected by the Alumnus Board of Control, as the editor of the college student publication for next year. Elmo McGlone of Flint was elected as the business manager.

Allen Highfield, who has been employed at the Look-Paterson drug store here for the past several years, has resigned his position there, and expects to leave this week for Greenville, where he has purchased a drug store.

Mrs. Arthur Davies, 520 Liberty St., entertained at dinner, Friday May 19, in honor of her mother, Mrs. Thomas Grover, whose birthday occurred on that day. Five couples, old friends and neighbors of Mr. and Mrs. Grover, comprised the guests. They were Frank Keefer, Mr. and Mrs. C. H. Smith, Mr. and Mrs. Elmer Hubbel and Mr. and Mrs. Geo. Titus of Alma.

The Christian Churches of this section will hold a joint baptismal service at their Assembly grounds at Rock Lake on Sunday afternoon. Rev. Mr. Anderson of the Alma church will make an address at the tabernacle at 2:30 after which a goodly number of converts will be baptized. Many of the Disciples will take their dinner to the lake and spend the afternoon.

## EAST ALMA

Mr. and Mrs. Edward Shaffer, Marquette St., Mr. and Mrs. Hayes, Mrs. Harper, and Mr. and Mrs. Harold Reedman, Bridge St. have gone on a visit to the State of New York.

Mr. William Paul and family have moved from Republic ave., to a home on Marquette st.

Mrs. James Zimmerman of Republic ave., who has been on the sick list for some time is now recovering.

Mr. Eli Hemp and his son Carmen, were home from Lansing over the week end.

The series of pictures shown Sunday evening at Eastminster chapel were very fine and greatly appreciated by the congregation. They illustrated "The Empire of Alaska."

The grounds around Republic school are showing forth at their full spring beauty. The way the children keep from trampling in forbidden paths is most creditable to the Principal of the school and her able company of teachers.

Miss Emma Ritter and Ruth Grierson both of Alma College attended the Y. W. C. A. convention at Lansing, and renewed acquaintance with many old friends.

Eastminster Ladies' Aid meets with Mrs. Robert Grierson, Grove ave. on Friday afternoon May 26.

There will be the usual services at Eastminster chapel this Sunday.

Mrs. Fuller of Rosedale ave., was recently married to Mr. Samuel Rhodes.

Palm Tree of Scripture Nature's Gift.

The palm tree of Scripture is understood to have been the date palm. For all the centuries that man has lived on earth the date palm has furnished food and shelter. Its timber and its foliage have their uses even now.

Sugar, date sugar, is made from its sap just as maple sugar is made from the sap of the maple tree. Its sap has been fermented into wine for scores of centuries, and that sap for many ages has been distilled into a brandy that is as fiery and overwhelming as apple brandy, peach brandy and grape brandy.

## Substitutes for Rubber.

Combinations of linseed, peanut, rape or mustard oil with sulphur form rubberlike substances, which are said to be used to a considerable extent in the manufacture of India rubber cone poultices. Pure, unvulcanized India rubber will float, nearly submerged, in water, while the oil substitutes, being slightly heavier in proportion to their bulk, sink.

## Negro Blood in Alexandre Dumas.

Alexandre Dumas, the great French romantic novelist, was born at Villars-Cotterets, Alsace, France, July 24, 1802. He died at Puy's December 5, 1870. His father Gen. Alexandre de la Pallieterie Dumas, was the natural son of the Marquis Alexandre Davy de la Pallieterie, a rich colonist of Santo Domingo, and of a negress whose name was Dumas.

**SUDS AND DUDS**  
of the  
**ALMA CITY LAUNDRY**  
PHONE 233

**YOUR LAUNDRY**



Use a laundry that's worth while. And your clothes will wear a smile!

Good-natured people like to wear happy clothes. If you want that your laundry should smile tell Suds to get on the job. The way he washes and irons clothes makes a hit with Mr. Duds and his wife and the little Duds. Don't make the mistake of not sending for him. Call us up.

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Laundry  
Phone 233

## RECRUITING FOR CIVIL WAR

Woodcuts of the Period Show How It Was Done in the Dark Days of 1863.

An old woodcut in a Madison avenue picture-store window shows how recruiting was done in City Hall park in Civil war days—1863, to be exact. Over a shanty in the park is a large painted sign with red headlines, which reads, according to the New York Herald:

"Thirty Thousand Volunteers Wanted: County bonus, cash down, \$300; state bounty, \$75; United States bounty, for new recruits, \$302. Total to new recruits, \$677; United States bounty to veteran soldiers, \$100; total to veteran soldiers, \$777."

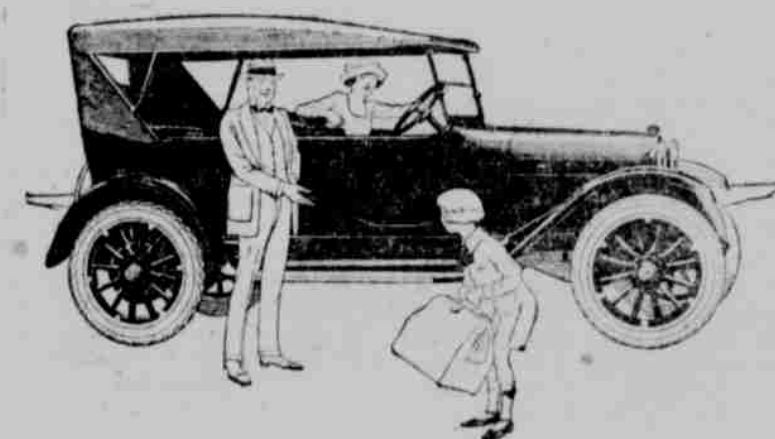
Less this handy sum fall to attract the desired number of patriots, a placard at the left announces that \$15 "hand money" will be paid "to any party who brings a recruit," and among the throng of citizens and soldiers about the door one sees at least two recruits, one of them apparently in the last stage of fatigue or intoxication, being hailed to the recruiting booth by their fellows.

## Part of Time's Heritage.

Somehow Shelley's line in "Adonais" about one whose name was writ in water comes to mind while reading the announcement that a fossil brownstone slab bearing the imprint of raindrops has been presented to the geological museum of Trinity college. This was a rainstorm that occurred thousands and thousands of years ago, and yet the marks of it are still to be seen. Like the luscious, ever-vital personality of John Keats, these raindrops have become part of the heritage of Time.—Christian Science Monitor.

## Restoring House Ferns.

House ferns, set in a pan of hot water once a week, will produce new shoots in a short while.



DODGE BROTHERS  
MOTOR CAR

Dependable.

J. E. HALL  
ALMA, MICH.

# STRAND THEATER

Sunday and Monday, May 28 and 29

THOS. H. INCE

Presents

**HOBART BOSWORTH** in **"The Cup of Life"**

A Thrilling Adventure Story of the South Seas.

A magnificent supporting cast including Madge Bellamy, Niles Welch and Tully Marshall

One of Thos. Ince's Greatest Pictures

Thursday and Friday, June 1 and 2

**WALLACE REID** in **"The Hell Diggers"**

A story that smashes through to the biggest tingling he-man triumph since you saw Wallace the Giants.

GRIT!

Sand, fighting blood—and a great love! That's the tune of this picture!

A romance of gold and guile in the primitive West. Of towering mountain, rushing river, endless plain, and among them—titans battling for mastery!

VAUDEVILLE THURSDAY NIGHT